



**CORPS**<sup>TM</sup>  
NSF Innovation Corps

Because of high call volume for today's Webinar, we will begin at 2:05 (Eastern Time) to give folks time to connect.

In order to hear the audio portion of this presentation:

for callers **inside the USA**: \_\_\_\_ call 800-593-8905

for callers **outside the USA**: \_\_\_\_ call 210-835-9582

Participant passcode: **9249766**

If you are not connected, see instructions at:

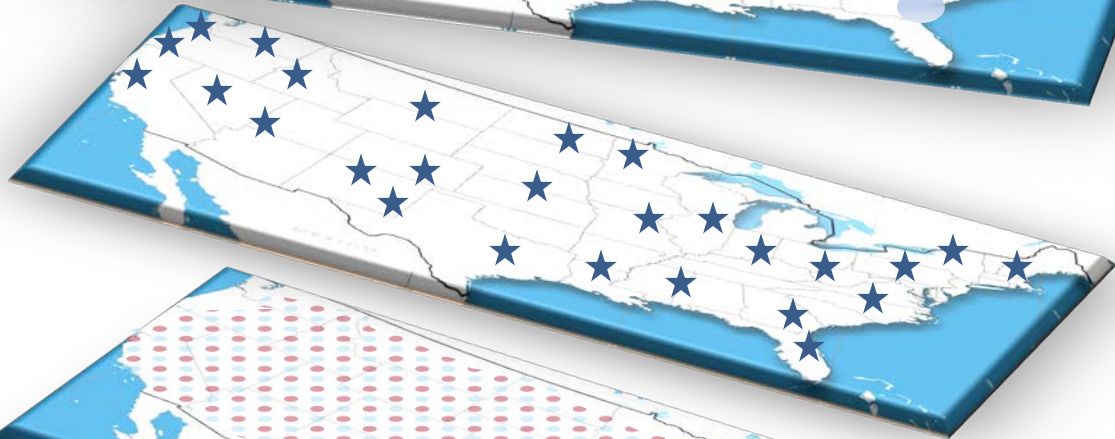
[http://www.nsf.gov/news/special\\_reports/i-corps/teams.jsp](http://www.nsf.gov/news/special_reports/i-corps/teams.jsp)

# The Nation's I-Corps™ “Fabric”

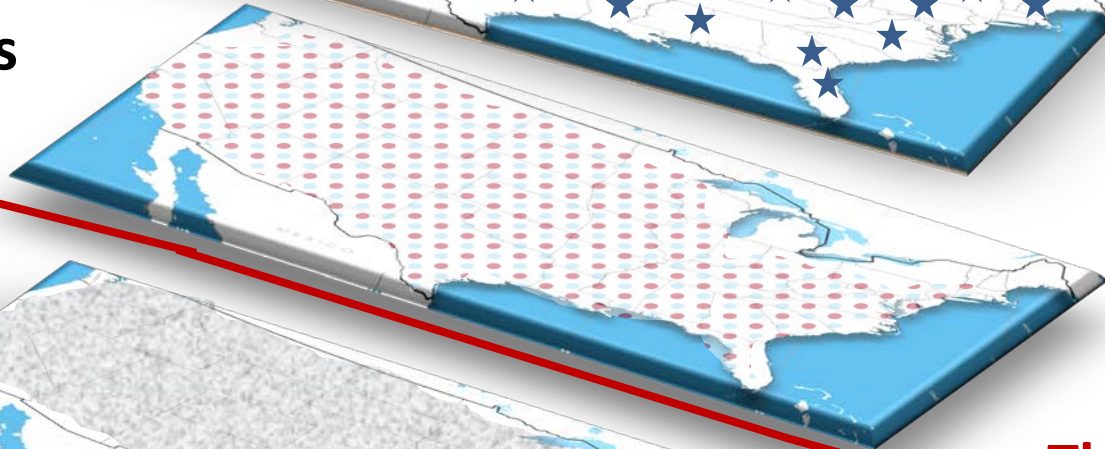
I-Corps™ Nodes



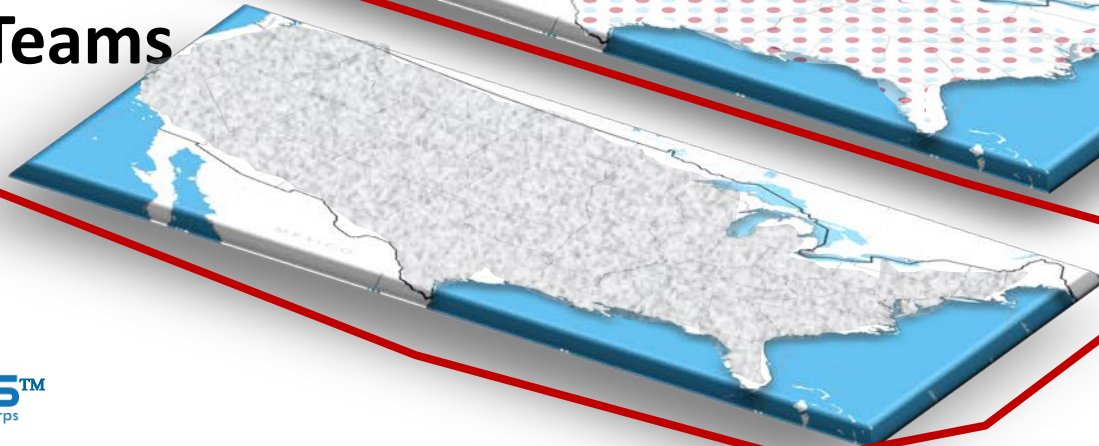
I-Corps™ Sites



I-Corps™ Mentors



I-Corps™ Teams



← This  
Webinar

# I-Corps™ Webinar

## Agenda

- Background and Overview of I-Corps™ Teams
- Program Details
  - Eligibility
  - Before Submitting a Proposal
  - Project Proposal
  - Budget
  - Curriculum
  - Demo
- Expectations
- Frequent Questions
- More about the I-Corps™ “Fabric” & Initiatives
- I-Corps™ Teams Q&A Session

# I-Corps™ Teams

## Some Background

- **Leverages** NSF investments in research
- Contribution to the nation's **innovation ecosystem**
- **Small grants** -- focus on creating a commercialization roadmap

Addresses the “Ditch of Death”

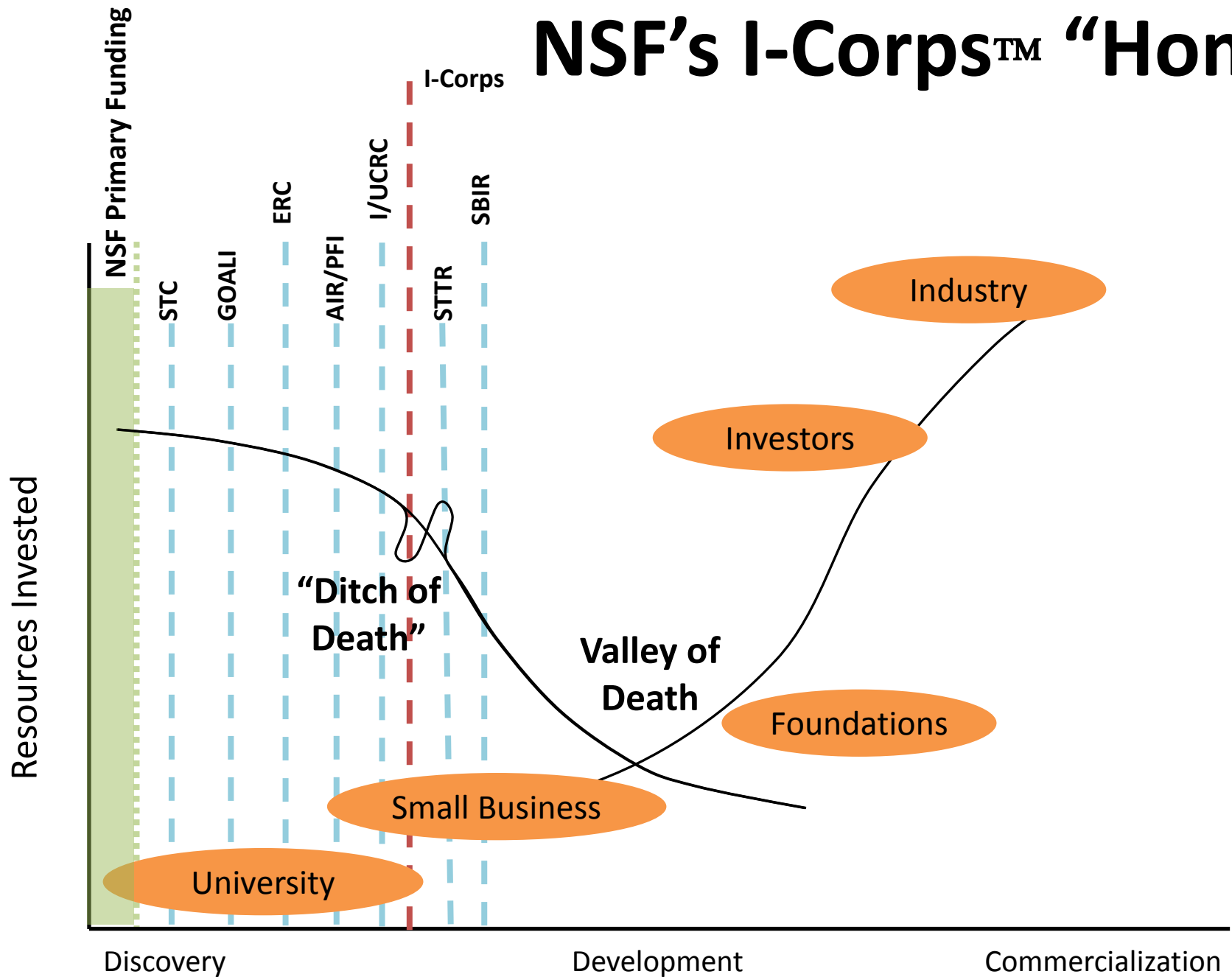
- **Nimble funding** -- Immediate assessment
- Projects are **team-based** -- commercialization is team effort
- Process-oriented -- **Curriculum-focused**

# I-Corps™ Teams

## Some Background

- **NSF-Wide**, Public-Private partnership to
  - support the development of technologies, products and processes
- Purpose: to provide access to resources to help determine the readiness to **transition technology** previously supported by NSF
- Creates a **national network**
  - Scientists, engineers, innovators, business leaders and entrepreneurs

# NSF's I-Corps™ “Home”



# I-Corps™ Teams Program Details

## Eligibility



Credit: © 2011 JupiterImages Corp.

- PI: NSF **award**  
(current or expired no more than 5 years ago)
- Must have I-Corps **team in place** at initial contact
- Must be **available for off-site Workshops** and on-site Curriculum (entire team)
- Serious **time commitment**  
(Consistent with start-up mentality)

# I-Corps™ Teams Program Details

## First, form your I-Corps Team

- **Entrepreneurial Lead (EL)**
  - Post-doc or Student to move project forward
- **I-Corps™ Mentor**
  - Domain-relevant volunteer guide
  - Proximity is better
- **Principle Investigator (PI)**
  - Researcher with current or previous award



Credit: © 2011 JupiterImages Corp.





# I-Corps™ Teams Program Details

## Second, prepare an Executive Summary

- Critical information in your **Executive Summary (1 page)**
  - **Composition of the team** proposing to undertake the commercialization feasibility research
  - Relevant current/previous **NSF award**
  - Brief description of the potential **commercial impact**
  - Brief description of the *current* **commercialization plan**

# I-Corps™ Teams Program Details

## Third, contact NSF

- Who within NSF can act as your advocate?

Start with your advocate or Topic-specific PD or combination and send them your Executive Summary

### Topic-Specific Program Directors

Steve Ellis	– BIO
Anita La Salle	– CISE
Don Millard	– EHR
Babu DasGupta	– ENG
Raffaella Montelli	– GEO
Sean Liam Jones	– MPS
Mo Wang	– SBE

### I-Corps Cognizant Program Officers

Babu DasGupta  
Anita La Salle  
Don Millard

# I-Corps™ Teams Program Details

## What will happen next?

1. Someone will contact you to set up an **initial telephone conference call** that includes your entire team and NSF-ers responsible for I-Corps.

If this interview part of the process goes well, ...

2. A **final conference call** will be set up with your team, the NSF-ers, and a group of Instructors from the I-Corps Program. If this part goes well, you will be asked to submit a proposal.



1

NSF Staff



2

NSF Staff

I-Corps Instructors

# I-Corps™ Teams Program Details

## Then, you submit your Project Proposal

- Read solicitation 12-602  
(**but don't submit** before completing the initial processes)
- **Written authorization** from Cognizant I-Corps PD to submit proposal – sent after final phone interviews
- **5-page proposal**
  - Team (2 pages)
  - NSF Lineage (1 Page)
  - Potential Commercial Impact (1 page)
  - Project Plan/Demo (1 page)
- Rolling process, Quarterly batches, **FCFS**
- 4-week turnaround to award, **Internal Review**

# I-Corps™ Teams Program Details

## What about your proposal's Budget?

### \$50 K per award

- Capped at 10% IDC (\$5K)
- \$45K in direct costs (includes travel for three team members to two immersion sessions plus registration fee)

ORDER OF PARTICIPANTS ( )	TOTAL PARTICIPANT COSTS	0									
<b>6. DIRECT COSTS</b>											
6.1. MATERIALS AND SUPPLIES		0									
6.2. PUBLICATION COSTS/DOCUMENTATION/DISSEMINATION		0									
6.3. CONSULTANT SERVICES		0									
6.4. COMPUTER SERVICES		0									
6.5. SUBAWARDS		0									
6.6. OTHER		45,000									
TOTAL OTHER DIRECT COSTS		45,000									
H. TOTAL DIRECT COSTS (A THROUGH G)		45,000									
I. INDIRECT COSTS (F&A)(SPECIFY RATE AND BASE)											
TOTAL INDIRECT COSTS (F&A)		5,000									
J. TOTAL DIRECT AND INDIRECT COSTS (H + I)		50,000									
K. RESIDUAL FUNDS		0									
L. AMOUNT OF THIS REQUEST (J) OR (J MINUS K)		50,000									
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# I-Corps™ Teams Program Details

## What happens next? It's all about education.

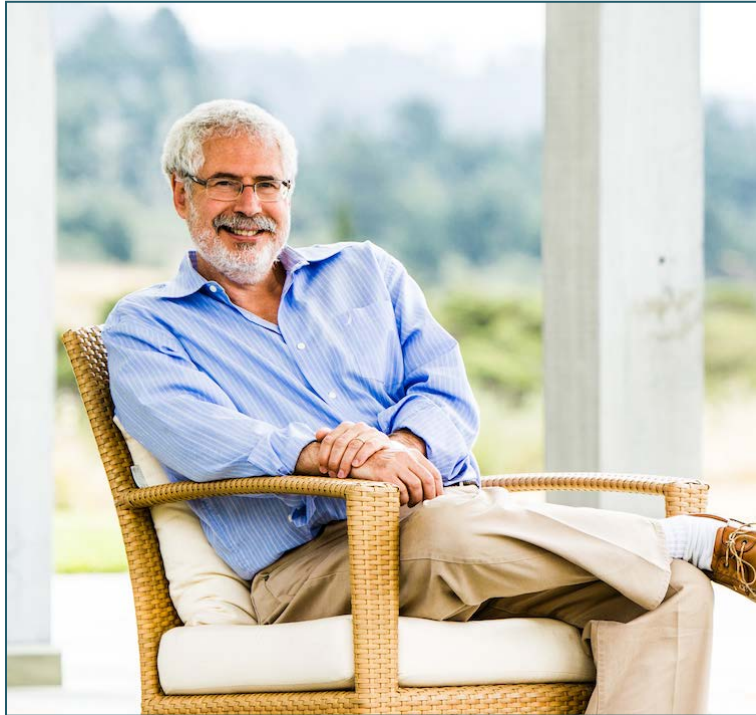


Photo Courtesy of Steve Blank  
<http://steveblank.com/>

### Immersion in the Teams Curriculum

- Pioneered by Steve Blank at Stanford.
- Uses what we learned about building Lean Startups and Evidence-Based Entrepreneurship to connect innovation to entrepreneurship.
- The curriculum is team-centric and emphasizes customer discovery and development, risk assessment, lessons learned, agility and evidence-based strategies for technology transfer.

# I-Corps™ Teams Program Details

## I-Corps™ Teams Curriculum Delivery

- **Mandatory** for all I-Corps participants
  - Attend **3-day Course** (arriving the day prior to course start)  
for Fall 2014 Two Cohorts - Course dates are: **Oct 15-17**, Location TBD or **Oct 20-22**, Location TBD
  - Participate in **5 follow-on Webinars** -- team presentations/instructor interactions  
Web dates are: **Mondays 1-4 PM Eastern – Oct 27– Dec 1** (for first October cohort)  
**Wednesdays 1-4 PM Eastern – Oct 29 – Dec 3** (for second October cohort)
  - Attend **2 days of Lessons-Learned** (arriving the day prior to start)  
**December 11-12** (for first cohort)  
**December 15-16** (for second cohort)
- **Requires** getting out of the lab  
– **AT LEAST 15 hours of prep per week**
- **Requires** Teams to contact at least **100 potential customers**

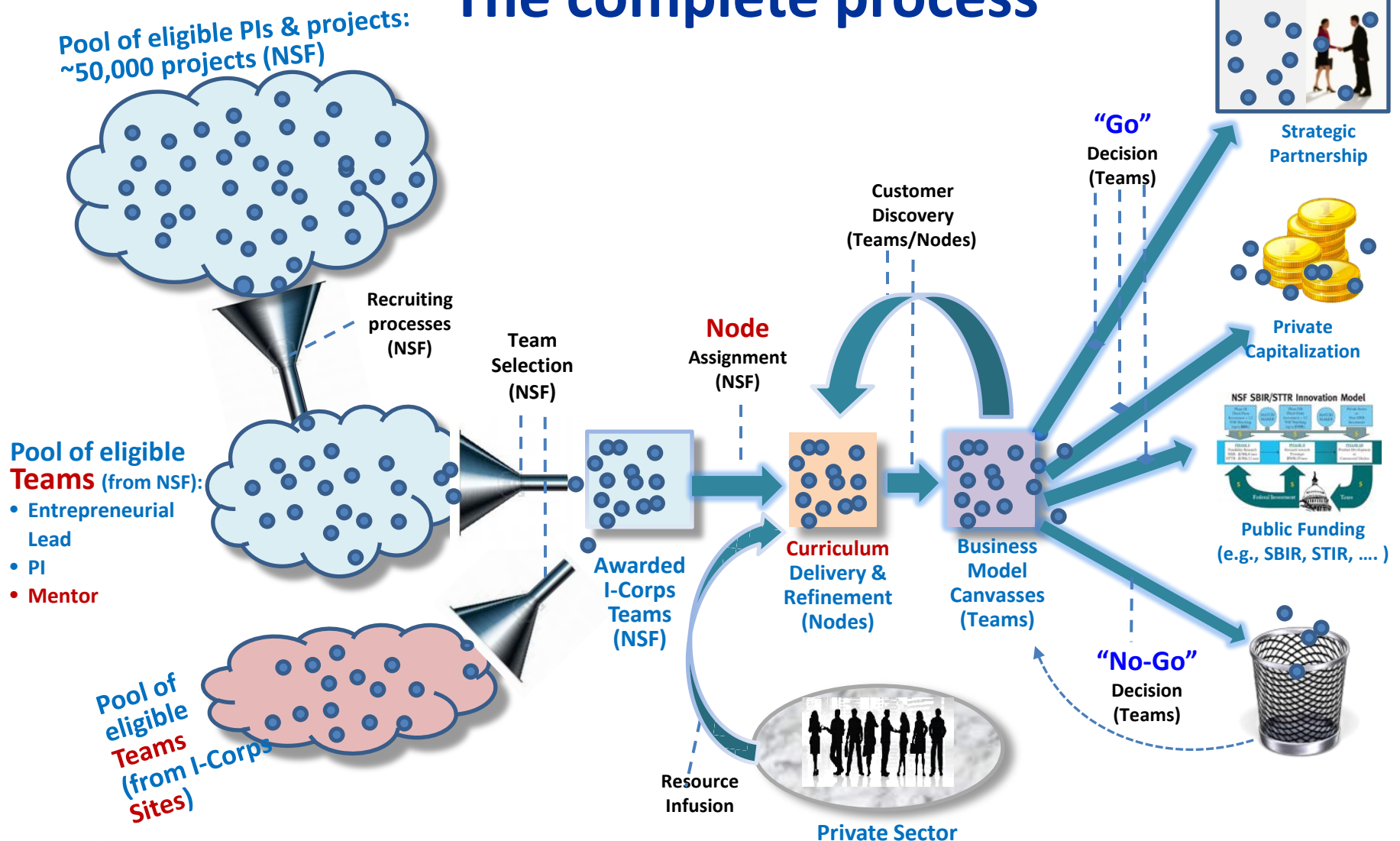
# After I-Corps™ Teams Curriculum – the I-Corps™ Project Plan/Demo

- At week 7, within striking distance to product or process demonstration – the “go”/”no-go” decision
  - Technology demonstration
  - Technology disposition: Go/No Go
  - Commercialization Roadmap: Assuming Go
- Demo description is up to your team
  - Proof of concept
  - Mockup
  - Working prototype



# NSF Innovation-Corps (I-Corps™)

## The complete process



# I-Corps™ Teams -- Expected Outcomes

- National Network of Mentors/Advisors
- A nation of Scientist and Engineers trained as Entrepreneurs (who pass on their knowledge to students)
- Increased impact of NSF-funded basic research
- Strengthen the nation's innovation ecosystem

**300 Teams** since the start of the program in July 2011

# I-Corps™ Teams

## Some Common Questions

- What **can be** included in **direct costs**?
  - ~\$10K in travel and registration for two trips to course-site for entire team (depending on proximity)
  - Stipend for Entrepreneurial Lead
  - Travel costs to customers/partners/stakeholders
  - Machining, materials, software, licenses, etc for prototype or proof-of-concept, as appropriate
- **Unallowable:**
  - Stipend/consulting fees for I-Corps Mentor
  - Legal Fees (Startup, IP protection)

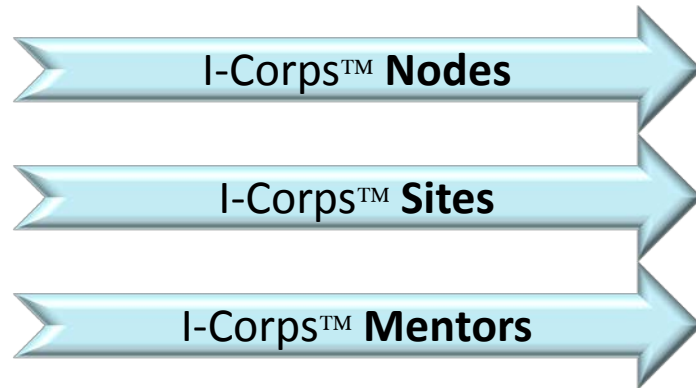
# I-Corps™ Teams

## Some Common Questions

### Who makes a good mentor?

- Someone with the right “rolodex” – contacts in your area of commercialization are critical for “getting out of the lab”
- Someone who has entrepreneurial experience
- Someone who has business expertise in your sector
- Contact your Tech Transfer Office for ideas

# Now, more about the Nation's I-Corps™ “Fabric”



I-Corps Nodes

I-Corps Sites

I-Corps Mentors

I-Corps Teams



The Nation's I-Corps  
“Fabric”



# More about the Nation's I-Corps™ “Fabric”



NSF is working with non-profits to develop a national network of Mentors volunteers who can advise and serve on I-Corps teams.

## The Nation's I-Corps “Fabric”

I-Corps Nodes



I-Corps Sites



I-Corps Mentors



I-Corps Teams



# More about the Nation's I-Corps™ “Fabric”



- Sites are funded at universities that have existing innovation/entrepreneurial units, to enable them to nurture students and/or faculty who are engaged in projects having the potential to be transitioned into the marketplace.

- I-Corps Sites are funded for up to \$100,000/year for up to 3 yrs. They pass on \$1,000 to \$3,000 to their individual teams to enable them to transition their work into the marketplace.

- A Site team is eligible to become an I-Corps Team.

- See NSF 12-604

## The Nation's I-Corps “Fabric”

I-Corps Nodes



I-Corps Sites



I-Corps Mentors



I-Corps Teams



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# More about the Nation's I-Corps™ “Fabric”

## I-Corps™ Nodes

- I-Corps Regional Nodes deliver the curriculum and foster understanding about how to:
  - 1) identify, develop and support promising ideas that can generate value,
  - 2) create and implement tools and resources that enhance our nation's innovation capacity,
  - 3) gather, analyze, evaluate and utilize the data and insight resulting from the experiences of those participating in the I-Corps program and
  - 4) share and leverage effective innovation practices on a national scale.
- Single-institution: \$350,000 per year for up to three years
- Two-institution: \$750,000 per year for up to three years
- Three-institution: \$1.25 million per year for up to three years
- See NSF 12-586

## The Nation's I-Corps “Fabric”

I-Corps Nodes

I-Corps Sites

I-Corps Mentors

I-Corps Teams



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# More Information

- I-Corps™ website:  
[www.nsf.gov/i-corps](http://www.nsf.gov/i-corps)
- Monthly webinars – first Tuesday of the month.
- View a video containing feedback from I-Corps veteran participants at:  
[http://www.nsf.gov/news/special\\_reports/i-corps/resources.jsp#videos](http://www.nsf.gov/news/special_reports/i-corps/resources.jsp#videos)

**Phones will now be opened for  
questions about I-Corps™ Teams**